



**TOURIST ORIENTED
DIRECTIONAL SIGNS
Tra 602**

2019

*State of New Hampshire
Department of Transportation
Bureau of Traffic
(603) 271-2291*

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Adopt Tra 602 (Exempt under RSA 541-A), to read as follows:

PART Tra 602 TOURIST ORIENTED DIRECTIONAL SIGNS

Tra 602.01 Purpose.

(a) This administrative rule describes the process used to evaluate requests for tourist oriented directional signs (TODS) for business, service and activity facilities.

(b) This administrative rule implements state law found at RSA 236:72-a, and a federal regulation entitled, the “Manual on Uniform Traffic Control Devices (MUTCD), 2003 Edition”, adopted by the Federal Highway Administration in accordance with 23 U.S.C. 101 (a), 104, 109(d), 114 (a), 217, 315, and 402(a); 23 CFR 1.32 and 49 CFR 1.48 (b), as amended. The manual is found at 23 CFR Part 655 Subpart F Sec. 655.601 (a), and is available at the FHWA website at <http://mutcd.fhwa.dot.gov>. The electronic version posted on the MUTCD website is the official FHWA publication. A companion document entitled, “Standard Highway Signs Book” shall also be used.

(c) Pursuant to state laws found at RSA 236:1, RSA 236:73 IV, RSA 265:22, RSA 41:11, and RSA 47:17, the “Manual on Uniform Traffic Control Devices, 2003 Edition”, has been adopted by the Commissioner of the Department to establish the standards for traffic control and use of the right of way in New Hampshire.

Tra 602.02 Scope.

(a) Tourist oriented directional signs may be erected upon state highways under the jurisdiction of the Department other than interstate highways, the divided portions of the NH turnpike system, or divided limited access highways.

(b) Nothing in this rule prevents a municipality from adopting a tourist oriented directional sign program or ordinance that complies with the “MUTCD, 2003 Edition” as amended and cited above, to issue permits for such signs along municipal controlled roadways.

Tra 602.03 Definitions. If a word or phrase used in this rule is defined in RSA 236:70, such definition is incorporated into this rule without change.

(a) “Bureau” means the Bureau of Traffic within the New Hampshire Department of Transportation unless otherwise indicated.

(b) “Closed” means that the facility has suspended motorist activities regardless of the fact that the establishment may be operating a business office, conducting reviews for future sales or usage, maintenance activities, acceptance of deliveries or provides services only by chance or appointment, unless otherwise specified in this rule.

(c) “Commissioner” means the commissioner of the New Hampshire Department of Transportation.

(d) “Department” means the New Hampshire Department of Transportation unless otherwise indicated.

(e) “Motorist-oriented business” means any one of those businesses determined as eligible for tourist oriented directional signs under these rules.

(f) “Specifications” means signing standards as set forth in Tra 602.29.

(g) “Tourist” means a person who is visiting the area for pleasure and does not reside in the area for a period greater than 2 weeks at any one time.

(h) “Tourist oriented directional sign” (TODS) means an official tourist oriented directional sign that is manufactured and installed to provide directional information to privately-owned motorist-oriented New Hampshire businesses.

(i) “Visible” means capable of being seen (whether or not legible) without visual aid by a person of natural acuity.

Tra 602.04 Variation from National Standards. The “MUTCD, 2003 Edition” specifies the national standards for tourist oriented directional signs. No provision of any municipal ordinance that seeks to change or vary the specifications for such signs will be recognized or enforced by the Bureau.

Tra 602.05 The State Permit System.

(a) No tourist oriented directional sign (TODS) may be erected upon a qualifying state highway unless the Department has granted a permit for the sign.

(b) The initial permit process begins with the submission of a completed written request for signage to the Bureau of Traffic, Outdoor Advertising section, upon a form provided for that purpose, together with the appropriate fee. The form and fee schedule are described in Tra 602.06 of this rule.

(c) The request for signage shall be reviewed in accordance with Tra 602.07 of this rule.

(d) If the request for signage meets all of the criteria in this rule, it shall be granted, and a permit issued to erect the signage.

(e) If the application fails to meet all of the criteria in this rule, it shall be denied, and the applicant may either alter the request to meet the criteria in question, or request a hearing in accordance with Tra 602.28 of this rule.

(f) Renewal of the permit following the initial permit period may be obtained using the procedure found in Tra 602.23 of this rule.

Tra 602.06 Request for Signage.

(a) An applicant requesting an initial permit for a tourist oriented directional sign shall provide the following information on a form furnished by the bureau of traffic:

- (1) The name, address, and telephone number, or other means of contacting the applicant during regular business hours; and
- (2) The name or route number of the state highway where the proposed sign is to be located; and
- (3) The name of the municipality where the proposed sign is to be located; and
- (4) The business or activity classification (found in Tra 602.09 through Tra 602.17) under which the applicant believes his or her activity qualifies for a tourist oriented directional sign; and
- (5) The hours of the day and days of the week that the applicant provides qualifying services to the public; and
- (6) Whether there are restrictions placed upon the facility that would limit its use by a member of the traveling public; and
- (7) The text proposed for the sign; and
- (8) A sketch showing the proposed location of the sign indicating distances from easily found reference markers, such as intersecting highways or roads, highway mileage markers, or utility poles. Please provide information from each marker, such as the road number, mile marker number, or utility pole identification numbers; and
- (9) Whether the applicant owns, leases, or maintains an outdoor advertising device in the state, either under its own name, or under the name of any entity in which the applicant holds a controlling interest; and
- (10) The signature of the applicant, including the title and authority of the person signing if applying for a partnership, trust, corporation, or limited liability company;
- (11) The date of the signature; and

(12) The fee of \$10.00 as required by RSA 236:72-a; and

(13) A manufacturing and installation fee of \$400.00.

Tra 602.07 Initial Permit.

(a) The Bureau of Traffic shall approve a request for signage and issue a permit unless an office review, comment from a maintenance district, or a field review of the proposed location discloses an issue sufficient to deny the request under Tra 602.08 through Tra 602.17.

(b) The Bureau of Traffic shall conduct an office review of the request for signage and shall deny the application if:

(1) The applicant has failed to provide all required information on the request form; or

(2) At the time of application, the applicant maintains an outdoor advertising device for any business entity in violation of the outdoor advertising law, RSA 236: 69-89; or the Highway Beautification Act of 1965 (23 U.S.C. Section 131, and its regulations); or

(3) There are restrictions upon use of the facility that significantly limit the ability of a road user to use the facility or its services, including but not limited to the following:

a. The facility is open to the public for less than 3 consecutive months during its business season; or

b. The facility requires minimum periods of use exceeding those that are reasonable and appropriate to the category of services; or

c. Membership in an organization is required as a precondition to use; or

d. Services are denied unless they have been reserved in advance; or

e. Any other restriction or requirement that results in the consistent denial of services to the road user not residing in the area of the facility.

(c) The Bureau of Traffic shall conduct a field review of the proposed location, and shall deny the application if the proposed sign or its location:

- (1) Limits a road user's ability to see an existing official traffic control device far enough in advance to act upon the message; or
- (2) Would result in unreasonable confusion for the road user due to the presence of multiple official traffic control devices, private signs, driveways, or turning movements, even though other tourist oriented directional signs are installed in the vicinity; or
- (3) Contains directional or other information that conflicts with an existing traffic control device; or
- (4) Would unreasonably interfere with highway maintenance efforts; or
- (5) Would require the Department as landowner to apply for a permit from any other governmental agency, other than "Dig Safe, Inc.", prior to placing the sign or disturbing the soil in that location; or
- (6) Is intended to direct motorists to continue straight along the main traveled roadway or marked highway; or
- (7) Is intended to direct motorists to continue straight through an intersection, rotary or traffic circle.
 - a. Provided that, due to the physical configuration of the intersection, a straight-ahead direction would constitute as turning from the main traveled way, the department shall authorize an exception. Such instances shall be reviewed on a case-by-case basis; or
- (8) Is in advance of a business which has frontage on or maintaining an on premise sign on the same roadway.
 - a. Tourist oriented signs are directional in nature, and shall not be granted for the purpose of increasing visibility of the establishment or as an attempt to warn motorists of traffic stopping or turning into the business.

(d) All permits issued shall be subject to the following standard conditions:

- (1) The permit shall expire on the April 1 next following the date of issuance; and

(2) A permit for a tourist oriented directional sign shall not be transferable. In the event that a permitted business or entity is transferred to a new owner, a new original initial application shall be submitted for review and approval; and

(3) All permittees shall comply with the requirements of the department set forth in this rule for manufacture and maintenance of the sign.

Tra 602.08 General Eligibility Criteria.

(a) Prior to approval of a request for signage, an applicant in the categories of food service, lodging or function facility must show that it possesses any license required by state law or municipal ordinance to provide the service; and

(b) Unless otherwise noted in the specific criteria for any category of service, the applicant's facility must be open to the public for a minimum of 5 hours per day, 5 days per week.

(1) Hours listed as available "by chance or appointment" shall not be counted in regards to meeting the required minimum hours of operation established above; and

(2) Hours of operation must be established and publicly posted on site at all times.

Tra 602.09 Food or Agricultural Facilities.

(a) Restaurants shall provide:

(1) Indoor seating for at least 20 persons; or

(2) If a drive-in window service facility without indoor seating, then be primarily engaged in the provision of made to order food/drink items served directly to consumers at the business location, with onsite parking for at least 6 automobiles; and

(3) Rest rooms for use by patrons; and

(4) Continuous service hours covering a minimum of 2 meals in a day, 5 days per week or include their actual hours of operation in the sign text.

(b) Bakeries shall:

(1) Be primarily engaged in the activity of selling breads, pastries and other dessert type items which have been made on site; and

(2) Have items available in single serve portions which can either be consumed on site or packaged to go; and

(3) Not be a part of or an accessory to any other business except a restaurant qualifying under Tra 602.09(a).

(c) Ice cream facilities shall:

(1) Be primarily engaged in the activity of selling “made-to-order” ice cream dessert products to consumers at the business location; and

(2) Not engage in retail sale of items unrelated to the display, manufacture or sale of ice cream dessert products except food prepared for consumption on the premises, or agricultural products; and

(3) Provide on-site parking for a minimum of 5 automobiles.

(d) Agricultural facilities shall:

(1) Be primarily engaged in the activity of:

a. Education or illustration of the history or development of specialized agricultural products, processes, or husbandry; or

b. The production and sale of freshly harvested grower to consumer or pick-your-own produce; or

c. The cultivation and sale of seasonal agricultural products including potted flora; or

d. The on-site production and sale of dairy products; or

e. The production and sale of other products intended for human use and consumption other than those produced off of the site by other agricultural businesses; and

(2) Not serve as an accessory or subsidiary aspect of any other retail business conducted on the same premises, except a facility that may otherwise qualify for a sign under this rule; and

(3) Offer an inventory of products for sale in which a minimum of 50 percent of the establishments total inventory of items have been grown or

produced by the applicant entity and in which no more than 25 percent of the items have been grown outside of the New England States.

(e) Specialty Food, beverages or spirits Shop shall:

- (1) Primarily be engaged in the sale of a limited variety of specific consumable food, beverage or spirit items; and
- (2) Contain an inventory of items for sale in which at least 80% of the products are specific to the specialty food, beverage or spirit being sold.
- (3) Not serve as an accessory or subsidiary aspect of any other retail business conducted on the same premises.

Tra 602.10 Lodging Facilities.

(a) Hotels, motels, inns or cabin facilities shall:

- (1) Provide a minimum of 5 separate sleeping rooms offered individually for rent to the public; and
- (2) Provide lodging services at least 5 nights per week during their operating seasons; and
- (3) Provide bathing facilities for patrons; and
- (4) Provide one or more telephones available for use by patrons; and
- (5) Provide on-site parking, or valet parking services, for all patrons.

(b) Bed and breakfast facilities shall:

- (1) Provide a minimum of 3 separate sleeping rooms offered individually for rent to the public; and
- (2) Offer one or more meals to guests in a dining area separate from the sleeping rooms; and
- (3) Be principally engaged in the business activity of providing overnight lodging; and
- (4) Provide lodging services at least 5 nights per week, during their operating season; and
- (5) Provide bathing facilities for patrons; and

- (6) Provide one or more telephones for use by patrons; and
- (7) Provide on-site parking or valet parking services for patrons.

Tra 602.11 General Traveler Service Facilities

(a) Automotive fueling stations shall:

- (1) Sell or provide:
 - a. At least two grades of automotive fuel; and
 - b. Automotive oil; and
 - c. Water; and
- (2) Provide sanitary restrooms open for public use; and
- (3) Be open for business continuously from at least 8:00 am to 6:00 pm at least 6 days per week; and
- (4) If the fueling station is also a convenience store, the arrangement of information on the sign panel shall be limited to a Type “A” or Type “C” depicting symbol number “3” or “4”, as shown in Appendix A.

(b) Electric Vehicle Charging Stations shall:

- (1) Have DC Fast (level 3) Electric Vehicle Charging Stations available for public use without any conditions or requirements; and
- (2) Must have an attendant on premise during all hours of operation; and
- (3) Must maintain on-premise EV charging signage visible to motorist from the main travelled way; and
- (4) If EV charging stations are not visible from the entrance, must maintain EV charging signage directing motorist within the facility to the designated charging parking spaces; and
- (5) Provide restroom facilities and drinking water; and
- (6) Services will be required continuously (at a minimum) between the hours of 8:00am and 8:00pm, seven days a week; and

- (7) Shall be limited to a type “A” or type “C” sign depicting symbol as shown in Appendix A.

(c) Automotive Repair Facility shall:

- (1) Perform automotive mechanical repairs including general maintenance services for transient motorists; and
- (2) Provide sanitary restrooms open for public use; and
- (3) Be open for business continuously from at least 8:00 am to 6:00 pm at least 6 days per week; and
- (4) The tourist oriented directional sign must indicate the availability of automotive repair services either through text or use of the established mechanic symbol.

(d) Animal hospitals shall:

- (1) Provide emergency and unscheduled veterinary care for domestic pets and other animals; and
- (2) Provide access to a licensed veterinarian for not less than 8 hours per day, 5 days per week.

(f) Animal Shelters shall:

- (1) Be contained within a permanent structure devoted primarily for the care and acceptance of a variety of stray and domestic animals, and
- (2) Provide adoption services for the animals in their care, and
- (3) Have a phone number clearly posted on the outside of the building intended for people searching for their lost pet or for someone looking to surrender a stray or injured domestic animal after regular business hours.

(g) Churches and places of worship shall:

- (1) Conduct one or more services of worship in a permanent structure at least one day per week in accordance with an established schedule that is posted at the facility, which schedule may be seasonal; and

- (2) Be a location of worship that has been exempted from real property tax pursuant to RSA 72:23 by the municipality in which it is located; and
 - (3) Utilize text on the tourist oriented directional sign to identify the location as a place of worship; and
 - (4) Not serve as an accessory or subsidiary aspect of any other activity conducted on the same premises.
- (h) Shrines shall be a location of unique historical or sacred significance, and recognized as such by the municipality in which it is located.

Tra 602.12 Medical Facilities

- (a) Outpatient health care facilities shall be limited to medical, chiropractic, dental, vision, and physical/occupational therapy facilities.
- (b) Inpatient convalescent, nursing, rest and rehabilitation facilities shall:
 - (1) Be licensed/certified by the New Hampshire Department of Health and Human Services Health Facilities Administration; and
 - (2) Provide on-site medical services and support staff for the extended care of patients.

Tra 602.13 Cultural Activity Facilities.

- (a) Handicraft, artisan, tourist oriented or gift/souvenir shops shall:
 - (1) Have as their primary purpose the activity of:
 - a. The display and sale of inedible, non-food based handicrafts and art objects and shall:
 - 1. Contain an inventory for sale in which at least 50 percent of the items displayed and sold on site are produced as individual and unique items by individual crafters, artisans or artists; and
 - 2. If items accessory to the art or handicraft displayed, such as educational material, tools or accessories directly related to the craft, such accessories shall not constitute more than 25 percent of the total inventory of items displayed for sale; or

b. The display and sale of New Hampshire manufactured products and shall:

1. Contain an inventory of items for sale in which at least 75 percent of all items displayed and sold are manufactured / produced in New Hampshire and would be of primary interest to tourists; and
2. Not serve as an accessory of, a subsidiary aspect of or in partnership with any other activity conducted on the same premises, except a facility that may otherwise qualify for a sign under this rule; or

c. The sale of small decorative or amusing items intended to be bought as gifts or souvenirs and shall:

1. Contain an inventory of items for sale in which at least 75 percent of all items displayed and sold are of primary interest to tourists; and
2. Not serve as an accessory of, a subsidiary aspect of or in partnership with any other activity conducted on the same premises, except a facility that may otherwise qualify for a sign under this rule; and
3. Can certify that the majority of the establishment's on-site sales are by transient motorists and tourists.

(b) Antique shops shall:

- (1) Be contained within a permanent structure devoted to the display and sale of items that are generally recognized to be of historical interest or significance; and
- (2) Not serve as an accessory or subsidiary aspect of any other retail business conducted on the same premises, except a facility that may otherwise qualify for a sign under this rule; and
- (3) Be open a minimum of 5 hours per day, 4 days per week; and
- (4) Contain an inventory of items for sale in which at least 80 percent of the items displayed or sold have not been produced for sale within the past year.

(c) Theaters shall:

(1) Be an indoor or outdoor facility whose primary business activity is providing a program of film, theater, dance, or music arts to the public; and

(2) Offer a program on a schedule that is posted at the facility and advertised to the public; with an opportunity for the public to purchase admission.

(d) Museums shall:

(1) Display photos, artifacts, or other items of historical, community, literary, artistic, or operational significance, together with educational, interpretive or explanatory pamphlets, signs panels or guides; and

(2) Maintain the display in a room or area separate from any other activity conducted on the premises, including accessory retail sales of items related to the museum's display.

(e) Scientific/Geological sites shall:

(1) Display a unique or unusual natural, geological or scientific phenomena or site, together with educational, interpretive or explanatory pamphlets, sign panels, or guides; and

(2) Offer the display in a room or area separate from any other activity conducted on the premises, including accessory retail sales of items related to the site's display.

Tra 602.14 Sporting Activity Facilities.

(a) Camping facilities shall:

(1) Provide a minimum of 10 individual marked campsites available on a first come, first served basis to road users; and

(2) Provide sanitary rest room and bathing facilities to patrons; and

(3) Provide a supply of drinking water to patrons; and

(4) Parking lots, service areas, holding areas, and campsites offered for seasonal rental cannot be considered as campsites for this criteria.

(b) Facilities offering fish and game sporting licenses shall:

- (1) Limit the text of the tourist oriented directional sign to “Fish and Game Sporting Licenses”; and
 - (2) Erect on-premise signage visible from the traveled way and adjacent to the establishment indicating the availability of such licenses; and
 - (3) Offer resident and non-resident fish and game sporting licenses for sale to the general public continuously during at least one complete season for which a license is required.
- (c) Facilities offering off highway recreational vehicle/boating registrations shall:
- (1) Limit the text of the tourist oriented directional sign to “OHRV and boating registrations”; and
 - (2) Erect on-premise signage visible from the traveled way and adjacent to the establishment indicating the availability of such registrations.
- (d) Boat launching facilities shall:
- (1) Provide a means on the site for road users to launch into public waters or retrieve from public waters a watercraft or vessel carried on a trailer attached to a motor vehicle, for which a fee may be charged; and
 - (2) Be a facility that is open to the public in accordance with an established schedule that is posted on-site, or provide in the text of the sign their actual days of operation.
- (e) Recreational vehicle repair facilities shall:
- (1) Perform mechanical repairs including general maintenance services for recreational vehicles such as campers, boats and motorized off-highway recreational vehicles for transient motorist; and
 - (2) The tourist oriented directional sign must indicate the availability of repair services either through the text or use of the established mechanic symbol
- (f) Riding stables shall:
- (1) Provide horses to members of the public for touring, general riding, or instruction in equestrian events. The use of the horses may be granted with or without guides or instructors; and

(2) Be a facility that is open to the public in accordance with an established schedule that is posted on-site, or provide in the text of the sign their actual days of operation;

(g) Public sports facilities shall:

(1) Be primarily open to public use for the pursuit of individual recreational sporting activities, such as:

- a. Traditional 9 or 18 hole golf facilities; or
- b. Combined Traditional Golf/Nordic Facilities, provided that such a facility must create and use the interchangeable symbols for the activity in season on the tourist oriented directional sign; or
- c. Tennis, racquetball, or handball centers; or

(2) Provide a facility open to public attendance on an established posted schedule for team or individual sporting activities, such as sports arenas, fields, or stadiums; or

(3) Provide for other public outdoor sporting or recreational activities such as but not limited to hiking, shooting, fishing, swimming, kayaking, canoeing and picnicking.

(h) Indoor fitness and exercise facilities shall:

(1) Be primarily engaged in the provision of personal physical training services or the use of physical training equipment to patrons; and

(2) Have a person on site during all hours of operation capable of assisting members of the public in gaining access to the facility; and

(3) Provide shower and locker room areas for patrons; and

(4) Not restrict patrons to a minimum or maximum number of visits as part of a sales promotion or membership drive.

(i) Sale and/or rental of outdoor recreational equipment or supplies shall:

(1) Be primarily engaged in the sale or rental of outdoor recreational equipment or supplies for such activities as but not limited to hiking, shooting, hunting, fishing, diving, kayaking, canoeing and bicycling.

Tra 602.15 Entertainment Activity Facilities.

(a) Function facilities/conference centers shall:

- (1) Be primarily engaged in the business of providing a facility to host business, training, or social functions; and
- (2) Provide a permanent structure with a minimum seating capacity of 150 persons, banquet style, or 250 persons, theater style; and
- (3) Not require membership in any organization as a precondition to use of the facility; and
- (4) Not be a part of or an accessory use of an activity or facility that is not eligible to receive a permit under this rule; and
- (5) Provide on-site parking for patrons; and
- (6) Provide rest rooms for patron use; and
- (7) Be identified as a function facility or conference center in the text of the tourist oriented directional sign.

(b) Amusement parks shall provide one or more permanent structures or equipment devoted to recreational amusement rides.

(c) Zoos shall provide one or more permanent structures devoted to the exhibition or display of live animals or sea creatures.

(d) Arcade facilities shall be primarily devoted to providing legally permitted mechanical or electronic gaming machine opportunities to the public, provided that the facility shall provide on site rest room facilities to patrons, and the gaming machines shall not be an accessory to an activity or facility that is not otherwise eligible to receive a permit under this rule.

(e) Scenic / Recreational train, boat, plane or glider facilities shall operate a scenic recreational train, boat, plane, or glider attraction and may include accessory retail sales of items related to the attraction.

(f) Race track facilities shall:

- (1) Provide facilities, including on-site parking, for viewing of motor vehicle or animal races that serve a minimum of 4,000 patrons during a full season of operation; and

(2) Be licensed to provide racing facilities if required by state law or municipal ordinance to be so licensed.

(g) Golf driving range facilities shall:

(1) Provide a minimum of 6 tee areas from which golf balls may be struck; and

(2) Provide patrons with the necessary golf equipment for the activity.

(h) Miniature golf facilities shall provide patrons with the necessary golf equipment for the activity.

(i) Candle Pin and Ten Pin bowling facilities shall make available for patrons use all necessary equipment for the activity.

(j) Civic Auditoriums shall:

(1) Conduct a minimum of 12 scheduled non-gaming public events a year; or

(2) Conduct a minimum of 6 scheduled non-gaming public events during its operating season if the facility is seasonal.

Tra 602.16 Public and private schools and youth camps.

(a) Public and Private schools shall:

(1) Be approved by the New Hampshire Department of Education; and

(2) Maintain grades 1 or higher; and

(3) Host on-site inter-school sporting and/or cultural arts events open to the public; and

(4) If a post secondary school, college or university grants degrees; and

(5) Not be subject to minimum hours of operation established under Tra 602.08(b).

(b) Youth camps shall:

(1) Provide a program where youth are brought to the site as temporary daytime or overnight residents for the purpose of recreation or athletic instruction; and

(2) Be open to the general public for inspection in accordance with an established schedule that is posted on-site; and

(3) The program may require the youth to reserve a space or pre-register for participation in the actual program.

Tra 602.17 Municipal signage. Must be applied for and maintained by the municipality.

(a) Business districts, business loops, downtowns shall;

(1) Consist of multiple and varying commercial businesses, however individual shopping malls, centers, plazas complexes or commercial developments under a common name regardless of how owned and maintained shall not constitute as a business district; and

(2) Not be subject to minimum hours of operation established under Tra 602.08(b); and

(3) Shall be limited to locations within the applicant municipality.

(b) Historic districts shall;

(1) Consist of multiple sites listed on the national register of historic places; and

(2) Be defined by the municipality as a historic district; and

(3) Not be subject to minimum hours of operation established under Tra 602.08(b); and

(4) Shall be limited to locations within the applicant municipality.

Tra 602.18 Seasonal Businesses.

(a) Businesses meeting the definition of closed under with Tra 602.03(b) or maintain hours of operations only as “by chance or appointment” for a period of more than fifteen (15) consecutive days per year shall be considered seasonal and are required to cover their tourist oriented directional signs with a blank cover panel manufactured in accordance with this rule.

(1) Businesses which reduce their hours of operation below the minimum required for a period of no more than four months may leave their signs uncovered provided:

a. The hours of operation are established and posted.

(b) The cover panel shall be fabricated and provided as described in Tra 602.30.

(c) All activities and costs related to the installation, storage and removal of cover panels are the responsibility of the applicant.

(d) Each permit holder shall notify the Bureau of Traffic at least fourteen days in advance of the dates upon which the sign panel is to be covered or uncovered, so that staff of the Bureau may verify the change in the field, or take such steps as are required to assure the safety of the road user during the installation.

Tra 602.19 Location and Spacing.

(a) Tourist oriented directional signs shall be located on the right hand side of the highway as set out below.

(1) The maximum distance from the first intersection served by a tourist oriented directional sign to the business establishment, measured along the traveled ways of the approach shall be as listed.

FACILITY	QUALIFYING Tra	MAXIMUM DISTANCE
Restaurants	602.09(a)	5 miles
Bakeries	602.09 (b)	5 miles
Ice Cream Facilities	602.09(c)	5 miles
Agricultural Facilities	602.09(d)	10 miles
Specialty Food, Beverages or Spirits	602.09 (e)	5 miles
Hotels, Motels, Inns or Cabins	602.10(a)	10 miles
Bed & Breakfast Facility	602.10(b)	10 miles
Automotive Fueling Stations	602.11(a)	5 miles
Automotive Repair Facility	602.11(b)	5 miles
Animal Hospitals	602.11(c)	5 miles
Animal Shelters	602.11(d)	5 miles
Churches and Places of Worship	602.11(e)	5 miles
Shrines	602.11(f)	10 miles
Outpatient Health Care Facilities	602.12(a)	5 miles
In-patient convalescent, nursing, rest and rehabilitation facilities	602.12(b)	5 miles
Handicrafts, Artisan, NH Product or Gift	602.13(a)	5 miles
Antique Shops	602.13(b)	5 miles

Theaters	602.13(c)	5 miles
Museums	602.13(d)	10 miles
Scientific & Geological Sites	602.13(e)	10 miles
Camping Facilities	602.14(a)	15 miles
Facilities offering Fish & Game Licenses	602.14(b)	10 miles
Facilities offering OHRV & Boating Registrations.	602.14(c)	10 miles
Boat Launching Facility	602.14(d)	10 miles
Recreational Vehicle Repair Facilities	602.14(e)	10 miles
Riding Stables	602.14(f)	10 miles
Public Sports Facilities	602.14(g)	10 miles
Indoor Fitness and Exercise Facilities	602.14(h)	5 miles
Sale and/or rental of outdoor recreational equipment or supplies	602.14(i)	10 miles
Function Facilities	602.15(a)	10 miles
Amusement Parks	602.15(b)	10 miles
Zoos	602.15(c)	10 miles
Arcade Facilities	602.15(d)	5 miles
Scenic / Recreational Ride	602.15(e)	10 miles
Race Track Facilities	602.15(f)	10 miles
Golf Driving Range	602.15(g)	5 miles
Miniature Golf Facilities	602.15(h)	5 miles
Candle Pin and Ten Pin Bowling	602.15(i)	5 miles
Civic Auditoriums	602.15(j)	10 miles
Public and Private Schools	602.16(a)	10 miles
Youth Camps	602.16(b)	10 miles
Business Districts, Business Loops, Downtowns	602.17(a)	Tra 602.16(a)(3)
Historic Districts	602.17(b)	Tra 602.16(b)(4)

(b) Tourist oriented directional signs shall be located not less than 300 feet nor more than ½ mile in advance of the intersected highway along each approach direction on the principal highway except:

(1) As necessary to integrate tourist oriented directional signs with other official directional and regulatory signs; or

(2) Type 3 tourist oriented directional signs may be located less than 300 feet from and on either side of the intersected highway only when traffic density, roadway alignment, or development conditions are such that it would be detrimental to traffic safety to adhere to the 300 foot minimum distance requirement.

(c) At intersections where the number of tourist oriented directional signs will require more than one installation, the minimum spacing between sign installations shall be 300 feet, except this minimum may vary as provided in (b) above. In such instances,

the first installation established for tourist oriented directional signs must contain the maximum number of 3 panels before a second installation is established.

(d) In no case shall there be more than 3 tourist oriented directional sign installations in advance of a single intersection. The number of tourist oriented directional sign installations allowed, will further be reduced to 2 installations, 1 installation, or none when necessary to prevent distraction of motorists. Distraction of motorists” means that an increase in the number of signs in advance of an intersection including tourist oriented, necessary official directional and regulatory signage poses potential confusion to the motorist.

(e) Supplemental signing shall be required to insure that the business can be found from the intersection for which a tourist oriented directional sign has been installed. This requirement for supplemental signing may be met in whole or in part by additional tourist oriented directional signs instead of legal off-premise signs.

Tra 602.20 Multiple Panel Installation and Order of Position.

(a) A tourist oriented directional sign shall contain no more than three sign panels, each of which must be of the same dimensions.

(b) When installed on with other tourist oriented directional signs, signs established under Tra 602.17 shall be erected in the top most position.

(c) The order of position for tourist oriented directional signs, other than those established under Tra 602.17 in a single installation shall be:

1. Top, straight ahead;
2. Middle, left turn;
3. Bottom, right turn.

(d) Subject to (c) above, if seasonal business panels are included on the sign:

1. A single seasonal business panel shall occupy the bottom position;
2. Among multiple seasonal business panels:
 - a. The business with the longer period of inactivity shall occupy the bottom position, and
 - b. If all seasonal businesses are of equal periods of inactivity, the most recently permitted business shall occupy the bottom position.

Tra 602.21 Sign Panel Design.

(a) Upon approval of a request for signage, the applicant shall work with the Bureau of Traffic to design a tourist oriented directional sign panel that accurately guides a road user to the applicant's service; and

(b) The message of the sign may contain any or all of the following elements, as mutually determined by the applicant and the Bureau of Traffic:

- (1) A standard service symbol, in accordance with Appendix A; and
- (2) A textual message in a maximum 2 lines of text; and
- (3) Direction and distance information.

(c) The legend, arrangement and spacing of the textual message shall be limited as follows:

- (1) The text must be submitted to the Bureau of Traffic for review; and
- (2) Product names, slogans, telephone or fax numbers, street addresses, electronic mail or Internet addresses, Ham Radio call numbers, or messages that resemble any official traffic control device shall not be permitted; and
- (3) If necessary to distinguish between two businesses with the same or a similar name, a descriptive term may be added, as determined on a case-by-case basis; and
- (4) Community or street names that are not an established and integral part of the participant's business or company name shall not be acceptable; and
- (5) Product names that are an established and integral part of the participant's business or company name are usually acceptable; and
- (6) Recognition of alcohol or tobacco products is not permitted under any circumstance.

(d) The distance and directional element shall be arranged, sized, and spaced as directed by the Bureau of Traffic in order to maintain compliance with the MUTCD and to assure that the directions given will not confuse the road user.

Tra 602.22 Sign Panel Materials and Fabrication Standards.

(a) The specifications for sign panel materials and quality of fabrication are set forth in Tra 602.29.

Tra 602.23 Renewal Permit.

(a) Renewal of a permit for a tourist oriented directional sign shall be requested annually on a form furnished by the bureau, providing the following information:

- (1) The name, address, and telephone number of the applicant; and
- (2) The name or route number of the state highway where the sign is located; and
- (3) A statement that the activity continues to be eligible under the category approved in the original application; and
- (4) The date of the application; and
- (5) The signature of the applicant and capacity if signing on behalf of a partnership, trust, corporation, or limited liability company; and
- (6) The fee stated in Tra 602.24(a)(3).

(b) The Bureau of Traffic shall conduct such office review and/or field review of the renewal application as may be required, and shall approve the application unless such review reveals that the applicant is not eligible under this rule for a permit to maintain the tourist oriented directional sign.

Tra 602.24 Fees.

(a) The department shall charge and collect fees for services rendered to applicants in order to recover the cost of the service:

- (1) Initial application review, permit (as specified by RSA 236:72-a), sign panel manufacture and sign installation regardless of type: \$400.00.
- (2). Replacement of a sign due to a change in business name, request for text change or request for sign type configuration change:
 - a. If a Type 1 or Type 2 sign: \$300.00; or
 - b. If a Type 3 sign: \$200.00.
- (3) Annual renewal in accordance with RSA 236:72-a: \$10.00.
- (4) Replacement seasonal cover panel;

- a. If for a Type 1 or Type 2 sign: \$100.00;
- b. If for a Type 3 sign: \$50.00.

Tra 602.25 Revocation of a Permit and Removal.

(a) A permit to maintain a tourist oriented directional sign may be revoked and the sign panel removed for any of the following reasons:

- (1) Any change in the business or its operations that causes the business to be in nonconformity with this rule or the controlling statutes; or
- (2) Any changed condition necessitated by construction, reconstruction, maintenance or reclassification of the highway; or
- (3) The sign has been in nonconformity with the specifications contained herein for more than one year; or
- (4) Failure to renew the permit required by RSA 236:72-a.

Tra 602.26 Nonconformity and Removal.

(a) Tourist oriented directional signs legally existing upon the effective date of any revision to this rule that would cause such signs to become nonconforming shall not be required to be removed for a period of one year.

(b) Since tourist oriented directional signs are, by statutory definition, official signs and not advertising devices, the provisions of RSA 236:77 shall not apply.

(c) The department shall remove any tourist oriented directional sign 30 days after a revocation or nonrenewal by the department becomes final. Reasonable care shall be exercised during such removals. However, the department shall not be responsible for damage to any device occasioned by removal, transport or storage, nor will the department be responsible for storage over 30 days.

Tra 602.27 Replacement of panel due to damage, vandalism or deterioration.

(a) Sign panels and installations damaged by normal maintenance, vandalism, or weather shall be replaced by the department at no cost to the permit holder.

(b) The department will determine when a sign panel is to be replaced due to normal wear and shall replace the sign panel at no additional cost to the permit holder.

(c) At the time a sign panel is replaced by the department, the permit holder may request a change in sign configuration and sign legend at not cost to the permit holder;

1. Provided that the requested change does not reflect a change in the business name.

Tra 602.28 Hearings.

(a) An applicant who disagrees with the decision of the Bureau of Traffic to deny, not renew or revoke a permit to install and maintain a tourist oriented directional sign may appeal such decision to the commissioner within 30 days after notice of the decision is provided to the applicant.

(b) Unless an appeal is filed, the denial, revocation or non-renewal of a permit for a tourist oriented directional sign shall become final 30 days after notice of the decision is provided to the applicant.

(c) The procedure used to conduct hearings on denials, revocations or non-renewals shall comply with RSA 541-A and Tra 200, rules of practice and procedure.

(d) In the event the applicant disagrees with the decision of the commissioner following hearing, a subsequent appeal may be taken to the Transportation Appeals Board pursuant to the board's rules of practice and procedure, Tra-Ap 200 and the controlling statute, RSA 21-L:15.

Tra 602.29 Sign design and installation specifications.

(a) Except as modified below, the specifications for tourist oriented directional signs shall conform with the pertinent requirements of signs as set forth in the latest editions of the "Manual on Uniform Traffic Control Devices" (MUTCD) and the "Standard Highway Signs", adopted by the Federal Highway Administrator as the national standard for all highways open to public travel. Sign fabricators are advised that traffic manuals are available at the FHWA Office of Transportation Operations website at <http://mutcd.fhwa.dot.gov> or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

(b) References to the New Hampshire Department of Transportation "Standard Specifications for Road and Bridge Construction" publication, and to the standards of the American Society for Testing and Materials (ASTM) shall be deemed to be the latest issued standard, interim, or tentative specification unless specific dates of issue are indicated herein.

(c) Base Materials shall be constructed of aluminum flat sheet conforming to ASTM B 209M (ASTM B 209), Alloy 6061-T6 or Alloy 5052-H38. Signs shall be a

minimum of 2.5 mm (0.100 in) thickness. The aluminum shall be properly degreased and etched or treated in accordance with ASTM B 449, Class 2; or

(d) Surfaces shall be prepared as recommended by the prismatic reflective sheeting manufacturer to ensure proper bonding of the base material and sheeting.

(1) Application of prismatic reflective sheeting shall be applied in accordance with standard current practice as recommended by the sheeting manufacturer.

(e) Edges shall be reasonably smooth and free from burrs. The backs shall be untreated and no markings shall be allowed on the backs of the panels.

(f) Sign face.

(1) The sign shall have a “blue” prismatic reflective sheeting background over the entire sign face. All copy (text, numerals, border or trim, and symbol, if used) on the sign face shall be “white” prismatic reflective sheeting. The border shall be applied flush with the edges of the sign.

a. The sheeting shall be Type III (High Intensity Prismatic) sheeting meeting the requirements of New Hampshire Department of Transportation Standard Specifications Section 718.

b. The colors of blue and white shall comply with Section 718 of the Standard Specifications.

(g) At the option of the applicant, and with the approval of the Bureau of Traffic, up to three types of information may be included on the face of a tourist oriented directional sign panel:

(1) Standard Service symbol.

a. The use of symbols shall be limited to approved standard service symbols shown in Figure 5 or as otherwise allowed and shall not include any proprietary company logos.

(2) Text (maximum of two lines allowed).

(3) Direction and distance information.

(h) All letters shall be Highway Gothic – Series C font as in accordance with the “Standard Highway Signs” guide. . All letters shall be upper case letters. Numerals shall be the same size as required for text. Fractions, if used, shall be treated as one unit and not as separate characters. The fraction shall have a stroke and numeral size of ½ that

required for regular text; and the diagonal shall be placed at an angle 60 degrees above the horizontal plane.

(i) All direction and distance information shall be sized and placed as shown in Figures 1 through 4 inclusive.

(j) The dimensions of the sign panel shall be assigned by the Bureau of Traffic based upon field verification of the speed limit in effect on the highway at the approved sign location, using the following table:

TABLE of PANEL DIMENSIONS

Sign Type	Posted Highway Speed (MPH)	Height of Letters in Inches	Panel Height in Inches	Panel Length in Even Feet
1	50 - 55	6	20	8
2	35 - 45	5	16	7
3	Under 35	2 - 1/2	9	4
Closed	A panel used to cover a facilities panel during a time that the facility is not open to the public shall be the same size as the panel covered.			
Border	The prismatic reflective sheeting used for border or trim shall be 1 inch wide, except in the case of Type 3 signs when such border or trim shall be 1/2 inch wide.			

Tra 602.30 Closed cover panels.

(a) Shall be fabricated of aluminum flat sheet conforming to ASTM B 209M (ASTM B 209), Alloy 6061-T6 or Alloy 5052-H38. Panels shall be a minimum of 0.08 inches (2.0 mm) in thickness and free of burrs. The aluminum shall be properly degreased and etched or treated in accordance with ASTM B 449, Class 2.

(b) The panel shall have “blue” retroreflective sheeting over the entire panel face and flush to the edges.

(1) The retroreflective sheeting shall be Type I or Type III sheeting meeting the requirements of New Hampshire Department of Transportation Standard Specifications Section 718; and

(2) The surface of the panel shall be prepared as recommended by the retroreflective sheeting manufacturer to ensure proper bonding of the sheeting.

**FIGURE 1. -- Dimensions and Arrangement of Information
Tourist Oriented Directional Sign Panels**

(a) Symbol (b) Text (c) Direction / Distance

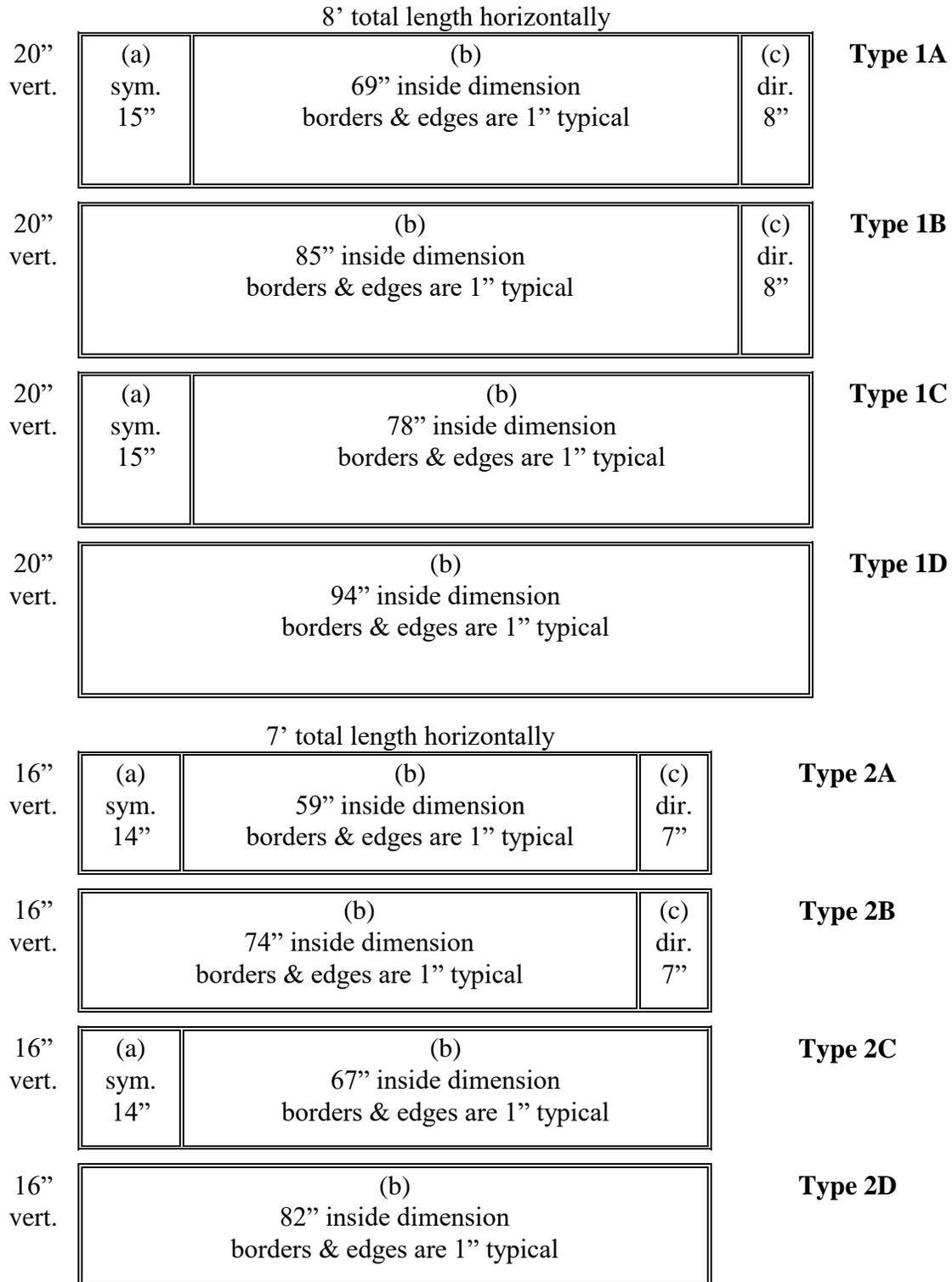
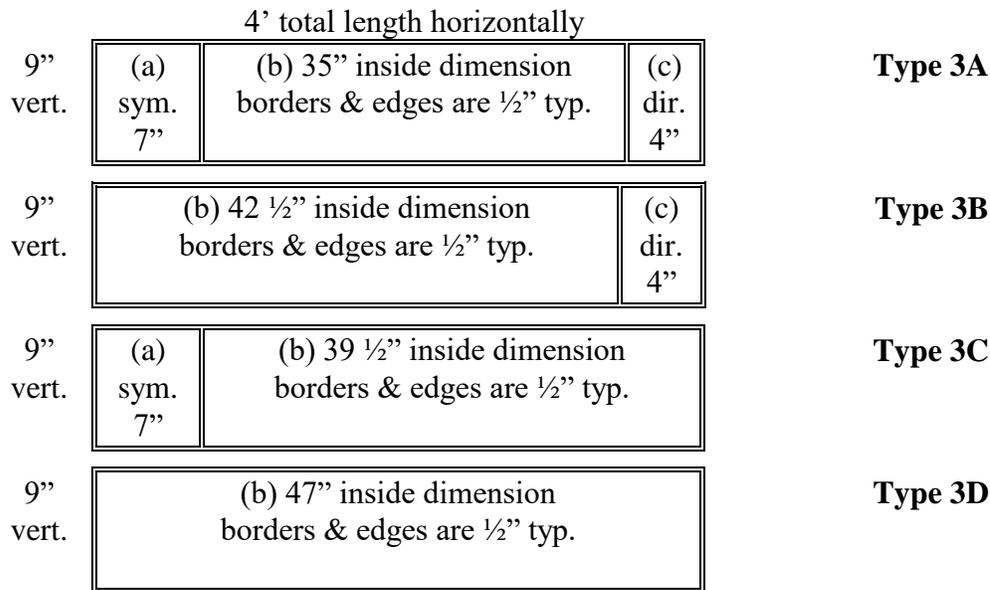


FIGURE 1 - - Continued
(a) Symbol (b) Text (c) Direction / Distance



NOTES:

1. Note that the arrangements presented above are for use in advance of an upcoming right turn movement. In an arrangement for an upcoming left turn, or straight-ahead traffic movement, blocks (a) and (c) are to be reversed.

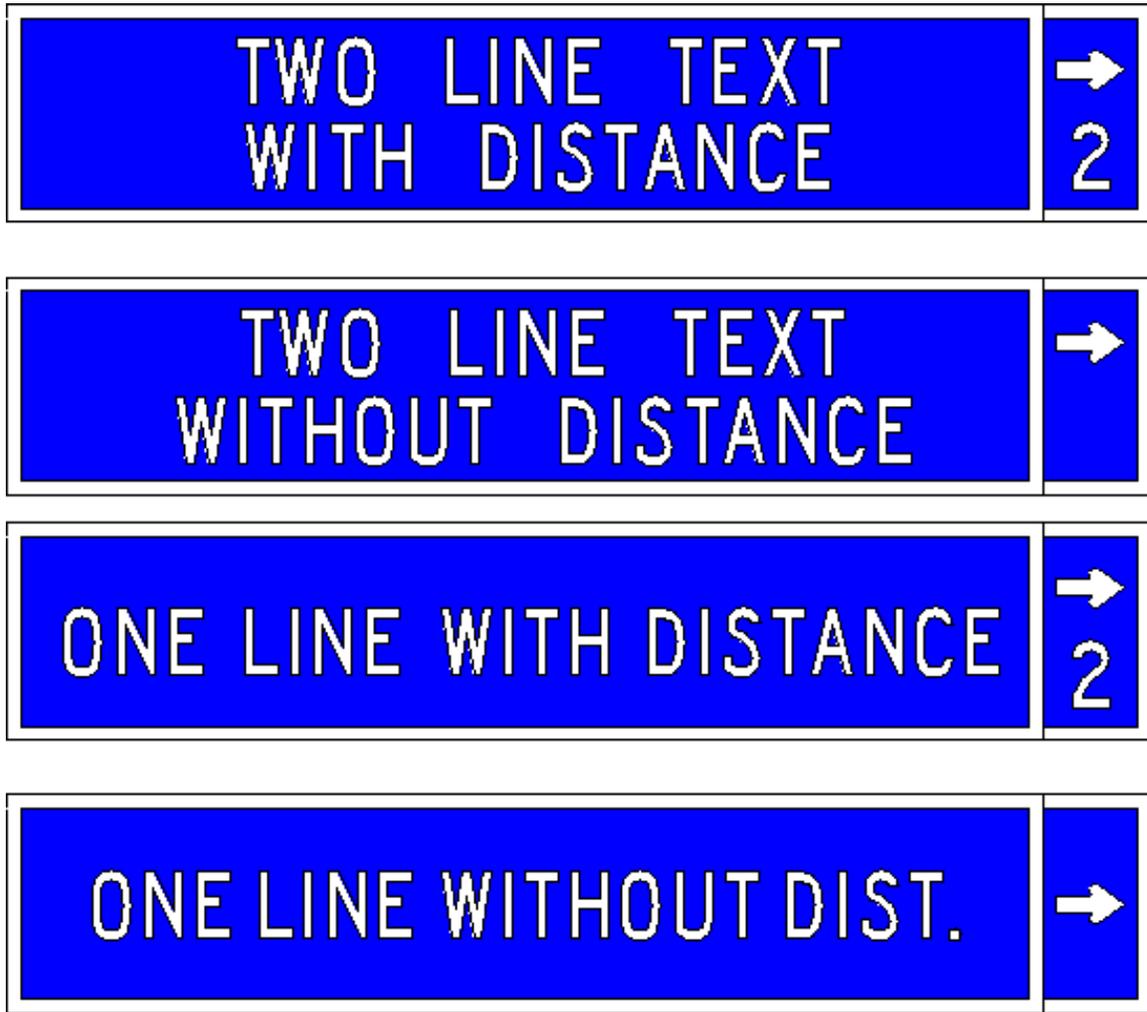
2. Where text consists of a single line of copy, it is to be centered vertically.

3. The possible sign configurations shown in Figure 1 are summarized in the following table:

All dimensions are inside excluding border width

Type	Symbol Element & Size	Text Element & Size	Directional Element & Size
1A	Yes, 15 inches	Yes, 71 inches	Yes, 8 inches
1B	None	Yes, 86 inches	Yes, 8 inches
1C	Yes, 15 inches	Yes, 79 inches	None
1D	None	Yes, 94 inches	None
2A	Yes, 14 inches	Yes, 61 inches	Yes, 7 inches
2B	None	Yes, 75 inches	Yes, 7 inches
2C	Yes, 14 inches	Yes, 68 inches	None
2D	None	Yes, 82 inches	None
3A	Yes, 7 inches	Yes, 36 inches	Yes, 4 inches
3B	None	Yes, 43 inches	Yes, 4 inches
3C	Yes, 7 inches	Yes, 40 inches	None
3D	None	Yes, 47 inches	None

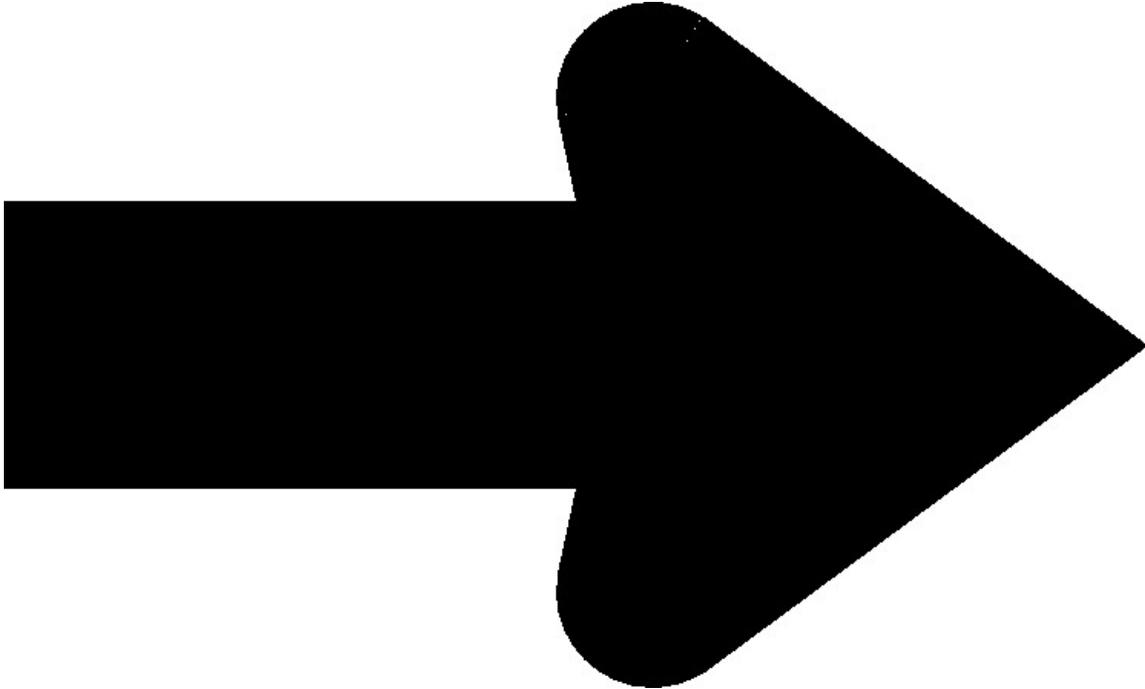
FIGURE 2 -- Arrangement of text and placement of directional arrow, with and without distance



NOT TO SCALE

FIGURE 3 -- Directional Arrows (Full Scale)
Cut along outside of line

Type 1 - 6" over all length



Type 2 - 5" over all length

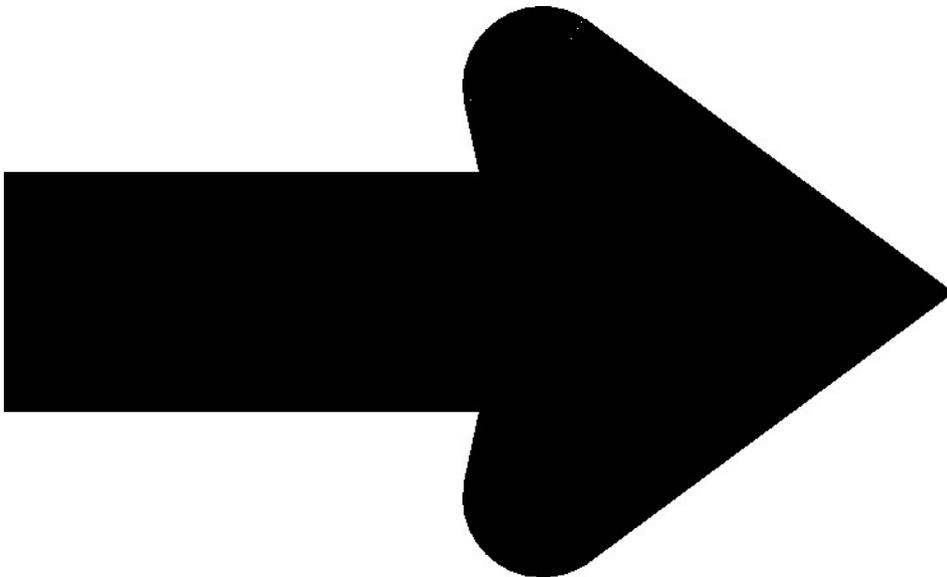
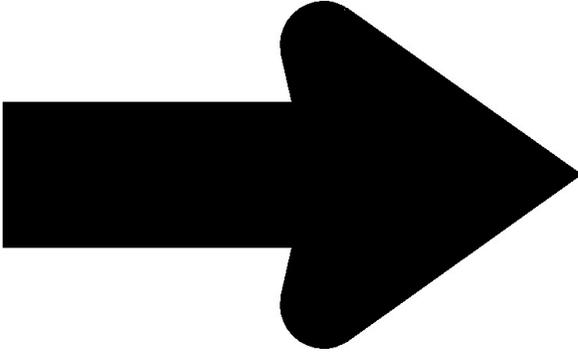


FIGURE 3 continues on next page

FIGURE 3 - - Continued

Type 3 - 3" over all length



Notes:

1. See spaces designated "C" in FIGURE 1
2. See Note 2 in FIGURE 4

Figure 4.
APPROVED SERVICE SYMBOLS



CAUTION: A proper source should be used for templates of these symbols. Enlargements made from this page could cause unacceptable distortions.

FIGURE 4 - - Continued

NOTES:

1. The size of the symbol character shall be proportional to FIGURE 4 for the largest square that can be entered within the symbol area provided by the type of sign being used. (See spaces designated “a” for each sign type in FIGURES 1).
2. The size of the directional arrows shall be as represented in FIGURE 3. Directional arrows shall be centered horizontally and vertically as shown in FIGURE 2.
3. For the sign types shown in FIGURE 1, directional arrows shall be placed in the space designated “c”.
- 4.

LEGEND

- | | | |
|----------------------|---------------------------|----------------------------|
| 1. Restaurant | 7. Swimming | 13. Youth Hostel |
| 2. Lodging | 8. Winter Sports | 14. Mechanic |
| 3. Automotive Fuel | 9. Skiing – Cross Country | 15. Nursery - Greenhouse |
| 4. Automotive Diesel | 10. Boat Launching | 16. Farm stand |
| 5. Camping - Tent | 11. Stables | 17. Apple Orchard |
| 6. Camping Trailer | 12. Golf | 18. Hiking Trails |
| | | 19. Vineyard |
| | | 20. Electric Veh. Charging |